

Morteza Senfi

Senior Product Designer



Summary

As a Product Designer, I am committed to understanding and addressing the needs and pains of customers to deliver products they love and use. I champion the customer throughout every stage of product development, ensuring that the solutions created align with their motivations while also supporting business goals. With a strong focus on creating value for users and implementing business cases, my strength lies in crafting solutions that strike the perfect balance between user satisfaction and business viability.

Experiences



Senior Product Designer / SnappFood! (Food Delivery)

Aug 2022 - Present • Tehran

- Successfully redesigned the promotion section in the customer menu, resulting in a significant increase in "add to basket" rates from 45% to 60%.
- Implemented strategies to decrease product activation support tickets from the Merchant Application by 4%.
- Restructured the product creation process through the Merchant Application, leading to a 5% increase in product creation and a 29% decrease in Quality Control (QC) time for new products.
- Collaborated with 5 other designers to design FoodRo, a dining application, within a tight deadline of 4 weeks.
- Redesigned the product listing page to align with future plans and scalability.
- Proposed a comprehensive solution for the product Tagging System, directly impacting commercial, content, and product teams, while enhancing user experience.
- Provided leadership and guidance to mid-level designers and streamlined design processes.
- Conducted Heuristic Evaluations to identify UX problems in current designs and implemented necessary improvements.
- Conducted surveys, user interviews, and usability tests to gather user feedback and insights throughout the design process.
- Actively participated in cycles functions and battle sessions to integrate design critiques into product cycles.
- Managed stakeholders effectively throughout Business Requirement and Product Requirement stages.
- Facilitated the transition of designs to a new design system by developing clear sitemaps, flows, and hand-offs.



Senior Product Designer / DigiPay (Fintech)

Dec 2021 – Sep 2022 • Tehran

- Developed a comprehensive design strategy to gather user needs for Internet Package features, facilitating the delivery of user-centric solutions.
- Redesigned the toll system flow to comply with government regulations, ensuring seamless user experience and legal compliance.
- Led a Design Sprint and effectively managed over 10 stakeholders in the Credit Score feature project, resulting in a substantial decrease in credit submission failures from 98%.
- Spearheaded the migration of the Design System from Sketch to Figma for DigiPay, a fintech app, ensuring smooth transition and improved collaboration among design teams.

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<https://mortezasenfi.com>

Tehran, Iran (willing to relocate)

Portfolio

<https://mortezasenfi.com>

Dribbble

<https://dribbble.com/mortezasenfi>

Skills

- UX Design
- User-centered Design
- Design Thinking Process
- UX Research
- Design Systems
- Style Guide
- UI Design
- Prototype
- User Journey
- Wireframing (lo/mid/hi-fi)
- User flow
- Usability Testing
- Information Architecture

Tools:

- Pencil and paper
- Figma
- Sketch
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Protopie
- Hotjar
- Google Analytics
- Firebase
- Data Studio



Product Design Lead / RoundTableApps

Aug 2020 – Dec 2021 • Australia (Tehran Branch)

- Spearheaded design initiatives for innovative and user-centric software products, driving the creation of intuitive solutions that address user needs effectively.
- Established and managed a team of 4 designers, fostering a collaborative environment and implementing a structured workflow to optimize productivity and quality.
- Collaborated closely with cross-functional teams to tackle complex challenges, translating them into simple, elegant solutions that enhance user experience.
- Leveraged expertise in design thinking and UX/UI principles to drive impactful design solutions and contribute to the success of RTA, an agency dedicated to delivering cutting-edge digital experiences.



UI-UX-Product Designer / First Eurasia E-commerce

Oct 2014 – May 2022 • Tehran

- Spearheaded the redesign of CRM Software utilizing Bootstrap 3 DLS, focusing on enhancing user experience and efficiency.
- Designed user-centric features for PG CRM Software, tailoring solutions to meet the specific needs of the target user base.
- Developed intuitive designs for VoIP Software, prioritizing usability and seamless communication experiences.
- Crafted interfaces and experiences for a B2B Fintech application, ensuring alignment with industry standards and user expectations.
- Led brainstorming sessions and contributed to the creation of multi-platform websites and applications for various B2B and SaaS projects, emphasizing simplicity and functionality.
- Achieved a remarkable up to 400% increase in phone calls through website optimization initiatives, enhancing customer engagement and conversion rates.
- Designed and implemented a comprehensive knowledge base system based on user feedback, empowering users with relevant and accessible information.

Educations

Diploma, Computer

Ghadami Technical High school
2009 – 2011

Associate's degree, Computer Science

Shahid Beheshti Technical institute
2011 – 2013

Bachelor, Computer Science (Dropped out)

University of Science and Culture
2013 – 2015

Qualifications

User Experience Principles and Processes

University of Michigan (coursera)

Understanding User Needs

University of Michigan (coursera)

Projects

Professional networking and career development Platform • Conzy

Businesses are built by teams, not ideas.

Building a team of talented members has never been easy. At Conzy, we offer the best solutions to find talented team members. Scaling a team will be more efficient with our system.

Community marketplace for group sale • Taskulu

An enterprise eCommerce Application with focusing on Communications.

SMSi • IMMS AU

SMSi is a cloud-based system enabling asset management teams to manage their shutdowns, turnarounds, and projects efficiently and effectively.